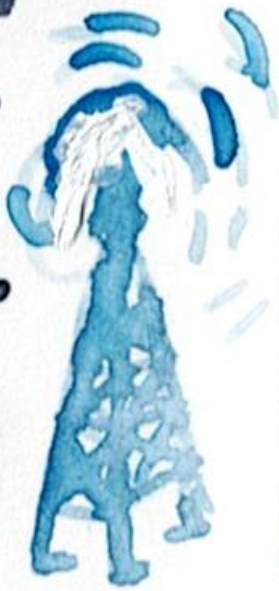
So you want to feature POLITICAL TOPICS on KZAX RADIO without breaking KZAX policies...



Yeah!

This is great! Let's do it!

As a community station it's part of our job to be a mirror for what's going on around us.

However, KZAX has certain policies to keep things above board:

These policies exist because KZAX considers it our responsibility to <u>educate our listeners</u>, not dictate to them what we believe to be true.

We want to broadcast ideas and resources they can bite into, instead of spoon-feeding what to think!

KZAX Policies:

1. No editorializing

Editorializing is the act of inserting your opinions into the delivery of facts, often in a longer form "editorial". Rachel Maddow & Rush Limbaugh are good examples

2. No calls to action

Calls-to-action involve telling the listeners to do something – often used in advertising, this can include using phrases like "do this! Buy now!".

By resisting editorializing and calls-to-action, we can share information with our listeners in a way that encourages them to make up their own minds about it.

But, you might be asking, how can I comment about political issues without directly verbalizing my opinions on the air, or telling ppl what to do?

You're in luck!

There's so many ways! Here's a few ideas for addressing political topics on KZAX airwaves that are neither editorializing nor calls-to-actions:

Idea #1

Make playlists consisting of political music - let the songs speak for you!

Idea #2

Invite guests to come speak about their lived experiences on air.

This is what shows like Democracy Now! do, and it's often very radical! just can't be current political candidates, ask station manager for clarity if needed.

IDEA #3

Sample or play speeches or talks given by people, for example an MLK speech!

Be sure to cite your sources and report it on your playlists!

IDEA #4

Read pieces of literature or news articles on air.

that was from Emma Goldman

Be sure to cite your sources over the air and on your playlists as a "non-music item". Give the ppl resources they can seek out for themselves!

IDEA #5

PUBLIC SERVICE ANNOUNCEMENTS

Help create PSA's for organizations and resources you want people to know about to make it a part of our regular playlist rotation!

FOOD BANK

PLANNED PARENTHOOD

RESTORE

DISPUTE RESOLUTION

Extra tips:

Try to be a curious host, invite listeners to join you in exploring the resources you're sharing on your show.

Remember, your platform on KZAX does not belong to you alone, however your ideas and music taste are important contributions to the community!

Just because you shouldn't editorialize doesn't mean you can't express yourself over the radio!! Use your best judgement and have fun 😊

Still have questions? ask Marie, or email kzaxstationmanager@make.shiftartspace.org